

# Weaver of Dreams

編織夢幻婚禮



The wedding planner is the creator of a perfect wedding, yet how many people are familiar with the story behind this industry? inMAGAZINE talks to Katemagg Chau, Director of Hong Kong, Association of Bridal Consultants (ABC) on the complexity and opportunities in having a career as a wedding planner.

婚禮統籌員是完美婚禮的創造者，但行業背後是一個怎樣的故事？  
《inMAGAZINE》請來美國婚禮統籌協會(ABC)香港總監麥周露嬋  
(Katemagg)，訴說本地婚禮統籌業務的困惑及機遇。

TEXT BY MAUREEN NG

為期兩至四日，有bridal show和gala dinner，由會員親自設計各種表演的娛樂活動，大大增加了研討會的互動性。」ABC暫定於7月舉辦第二屆區域研討會。

### 心理質素為婚禮統籌員的成功關鍵

現時本港的婚禮統籌生意大多是靠熟人轉介而來，未見有獲國際認可的認證制度，加上傳統從業員有時不免各持己見，故Katemagg認為教育對本港婚禮統籌業尤其重要。2008年9月，Katemagg與香港公開大學李嘉誠專業進修學院合辦「婚禮統籌管理專業證書」課程，由資深婚禮統籌師及婚慶從業員親自教授婚禮統籌的專業知識及技巧。課程每年開辦三屆，本月將開辦第六屆，其後將於6月及9月開辦相同課程。課程內容所涉範疇甚廣，包括結婚禮儀及習俗、活動策劃管理技巧、新娘個人形象設計及司儀技巧等，每屆收生人數約為30人。學員在修畢90小時的課程後，可考取ABC的ABP資格。

事實上除了從事婚禮統籌員外，不少學員畢業後會從事其他與婚嫁相關的專業如婚紗、化妝及花藝等。也有不少學生為已退休人士，因希望能為子女籌備完美婚禮而專誠報讀此課程！但這又是否代表婚禮統籌員無須擁有專業資格呢？KateMagg解釋道：「總括來說，婚禮統籌員的職責是引導新人定下整場婚禮的主題，然後與各單位緊密合作，以獲得所預期的理想效果。婚禮統籌涵括的範圍眾多，除了場地、膳食等，溝通技巧及心理質素更是尤關重要。結婚是人生大事，因此新人均希望有一名專業而有經驗的婚禮統籌，協助他們克服心理上的困惑。不是每個人都適合當婚禮統籌員。一名成功

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On 27 September 2009, Katemagg hosted the first Hong Kong ABC regional seminar at the Hong Kong Parkview with over 150 attendants. At the event, Yoshi Kohara, ABC Director of Asia; Lo Kan Fong, the 'Modern Chinese Bridal Helper'; Frankie Wong, dance teacher from the Fringe Club; psychotherapist Dr. Pauline Wan and Yolanda Che from Greenmyplanet presented lectures on topics such as Japanese weddings, Chinese weddings, the First dance, Bridezilla (demanding, hard-to-please brides) and green weddings. Even though the conference was a huge success, Katemagg still thinks there is room for improvement. She explains, "In Japan, the ABC regional seminar usually lasts for two to four days with a bridal show and a gala dinner. Entertainment and performances prepared by members greatly enhanced the interactivity of the seminar." The second Hong Kong regional seminar is scheduled for July.

### THE KEY TO SUCCESS IS TO THINK LOGICALLY

To date, internationally recognised authentication for wedding planners does not seem to be available yet, and here are diversified opinions on the definition of a 'wedding planner'. Katemagg soon realised the importance of education in the wedding industry, so in September 2008, she teamed up with OUHK's Li Ka Shing Institute of Professional and Continuing Education (LiPACE) in launching the Professional Certificate in Wedding Planning Management Programme. Under this programme, lectures are given by established bridal consultants, which equip students with the professional knowledge and skills needed to begin their career in the wedding planning industry.

The programme runs three times a year, and this year's pro-



Having worked in the fashion house of Balenciaga and had the experience of running her own restaurant Le Manège, Katemagg is now both a lecturer at the Open University of Hong Kong (OUHK) and representative of the Association of Bridal Consultants (ABC) in Hong Kong. With over 50 years of history, ABC currently has more than 4,500 members spanning across 40 European and Asian countries. All of its members are in wedding-related businesses such as wedding attire, florists, wedding photography/videography and wedding make-up. The association has recently set up its offices in Singapore and Hong Kong. Its next target will be mainland China.

### WORLD RECOGNITION AND GLOBAL VISION

The main responsibility of ABC is to award its members with different levels of internationally recognised certificates based on their degree of skills and experiences. The Assistant Bridal Planner (ABP) Certificate is for members who have less than two years of experience as a wedding consultant or a wedding planner. Professional Bridal Consultant (PBC), the title that Katemagg currently holds, refers to those who have more than two years of experience. Professional Wedding Vendor (PWV) is given to vendors with at least three years of working experience in wedding-related fields such as wedding attire, photography, floral decorations, media and catering. A PWV can nominate two employees for PBC training, but these nominees will not be able to carry their PBC title when they leave the company. Finally, the most prestigious titles – the Accredited Degrees and the Master Degrees – are presented to PBC/PWV certificate holders with over three years of professional membership.

具多年婚禮統籌經驗的Katemagg曾於時裝品牌Balenciaga工作，又辦過木馬會高級西餐廳，現在除了貴為公開大學講師外，更是美國婚禮統籌協會(ABC)的香港總監。ABC成立逾50年，在歐美及亞洲等40個國家有接近4,500名會員，分別來自婚紗禮服、花藝、婚禮攝影錄影及新娘化妝等不同的婚嫁行業。ABC已於去年登陸新加坡及香港，其後會將業務拓展至中國。

### 專業機制獲國際認可，研討會助拓闊視野

ABC的主要職責就是因應會員的專業程度及經驗，頒授不同級別的證書。國際認可助理婚禮策劃師(ABP)乃頒發予少於兩年婚禮顧問或婚禮策劃經驗的會員。國際認可專業婚禮顧問(PBC)是頒發予為準新人或市場作顧問或策劃業務的婚禮顧問；Katemagg現在擁有的亦為PBC資格。國際認可專業婚禮商戶(PWV)是頒發予經營相關產品或服務的商戶如婚紗禮服、新婚攝影、花藝、美容、媒體、餐飲業等；PWV並可選出兩名員工接受PBC訓練及名銜，員工在離職後不能帶走該名銜。至於最高榮譽會籍—國際認可榮譽學位及國際認可碩士學位—則頒發予擁有超過3年專業認可資格的會員。

去年9月27日，Katemagg為ABC於陽明山莊舉行了香港區首屆區域研討會，共有150人參加。研討會請來ABC亞洲市場總監Yoshi Kohara、「摩登大妗姐」羅勤芳、藝穗會舞蹈導師Frankie Wong、心理治療師尹婉萍以及Greenmyplanet的Yolanda Che客席演講，分別談及日式婚禮、中式婚禮、First dance、Bridezilla(婚前燥狂新娘)及環保婚禮。雖然節目豐富，但Katemagg認為仍有改良的餘地。她解釋道：「日本ABC的研討會





gramme will begin in April, June and September. Students are able to learn everything from wedding etiquette, event planning and management, personal styling to marshalling techniques, and graduates can attain the ABP certificate after 90 hours of lectures. Around 30 applicants will be admitted per programme.

Among the graduates, some become wedding planners, while others go onto different wedding related fields and some go on to prepare the perfect wedding for their sons and daughters. Is it necessary for wedding planners to attain a professional qualification? Katemagg explains, "A wedding planner does more than taking charge of the venue preparation and catering. They have to provide guidance to the couples in the theme set-up and coordinate with different parties as well. As such, the ability to communicate well and to think logically is very important. A wedding is a big step in life, and a professional and experienced wedding planner can help the couple ease their anxiety on their big day. A successful wedding planner should be able to sustain work pressure and to be able to multi-task. Not everyone is prepared for the complexity of this job." One of the aims of OUHK's programme is to rectify the attitude of wedding planners within the industry.

Katemagg continues, "Psychotherapist Dr. Pauline Wan has once given a definition to the profession, which I think is quite precise. She says, 'Not only is a wedding planner the couples' confidant, but also the manager of the wedding who will analyse, evaluate and summarise raw ideas and deliver professionally on the wedding day.' Her interpretation aptly enveloped the creativity and management skills needed for the profession."



的婚禮統籌員需懂得面對壓力，即使同一時間應付多項工作仍能處變不驚。」婚禮統籌管理課程的其中一個作用，就是要糾正從業員這方面的思想。

Katemagg續說：「心理治療師尹婉萍曾對婚禮統籌員作出了一個我認為頗切實的定義。她說：『婚禮統籌員是準新人的好友，但同時亦是婚事的統籌者，得將零碎的念頭作出分析、評估及整合，並於婚禮當日表現

yet been established in Hong Kong, the profession as a wedding planner is already very popular overseas. In Western countries, a 'wedding planner' can sometimes be further classified into a 'wedding designer' and a 'wedding consultant', while some may name themselves as a 'wedding director.' A 'wedding planner' and a 'wedding consultant' are actually similar in their job nature, whilst a 'wedding designer' may focus more on the design elements.

"However, one must be aware that 'design' here does not only refer to décor, but also the design on the wedding theme, the schedule, personal image, backdrop and stationery. Meanwhile, a 'wedding director' may emphasise on the coordination among different parties. These titles associated with the job of wedding planning may sound different, but there is no hierarchy in the titling. The titles are mere reflections of the wedding planner's specialties."

Mainland China is yet another continent that should not be neglected. Katemagg remarks, "Even though the wedding planning market in China seems to emerge later than Hong Kong, many foreign wedding planners have already set their foot on the continent. Wedding planners in the Mainland are willing to accept new things and adapt them to their own services. As ABC is now accumulating members in Hong Kong, South Korea and Singapore, it won't be long for us to host a large-scale Asian conference once we gain access to the Mainland." ●

出專業操守，締造完美婚禮。」她這個解釋，已包含作為婚禮統籌員所要求的創意及管理技巧。」

### 稱號不一，只因專業不同

Katemagg又謂：「雖然婚禮統籌員的專業制度在香港還未完善，此專業於外國早已十分盛行。在外國，婚禮統籌員(wedding planner)有時會細分為婚禮設計師(wedding designer)及婚禮輔導員(wedding consultant)；有些則被稱為婚禮總監(wedding director)。婚禮輔導員與婚禮統籌員性質相若；而婚禮設計師則可能會較著重設計方面的元素。需知道這裡所指的『設計』不限於裝飾設計，主題、流程、新娘形象、佈景及用品設計都可歸類於婚禮設計之列。婚禮總監著重的是協調和整合。因此縱然稱號不一，這些婚禮統籌員並無高低之分，只是範疇及所針對的專業不同而已。」

此外，內地婚慶市場的興起亦不容忽視。KateMagg對此作出了一些補充：「內地的婚禮統籌市場雖然較本港遲起步，但原來不少外國的婚禮統籌員早已開始發展內地業務，而我自己的學生中亦有部分前往上海發展。內地的婚慶從業員願意接受新事物，汲取優點用以改良自己的服務。目前ABC已於香港、南韓及新加坡累積會員人數，若然內地之門得以開啟，舉辦亞洲大型研討會的機會便指日可待。」●

